

Gryphex helps keep eye on low-risk offenders

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As budgets tighten and the federal government pushes states to reduce prison populations, **Gryphex LLC** is helping alleviate some of the mounting pressure.

Through its new Continuum Electronic Offender Monitoring system, the company is providing a flexible and affordable solution aimed at overcoming the barriers of previous electronic monitoring technologies and increasing the number of people served by electronic monitoring.

Ultimately, this means reducing prison populations and allowing low-risk offenders to participate in rehabilitative programs outside prisons.

"Some major researchers say prison works for a certain minority of people, but for the rest of the people it's not a good solution," said J.B. Colletta, Gryphex vice president of product management. "In fact, it makes things worse and turns people who are right on the margin into hardened criminals. What we want to do is make it much easier, less costly and innovate in this space so that we can help more people use electronic monitoring."

Electronic monitoring has been used as a tool in community supervision since the 1980s.

Previous to Gryphex's Continuum, technologies where either radio-frequency-based — providing no visibility to offender location or behavior while away from home base on house arrest — or GPS devices with high levels of minute-to-minute offender tracking data, but at a steep price.

What's more, if judicial service providers wanted to move between the two supervision levels they had to replace ankle bracelets and other equipment in person.



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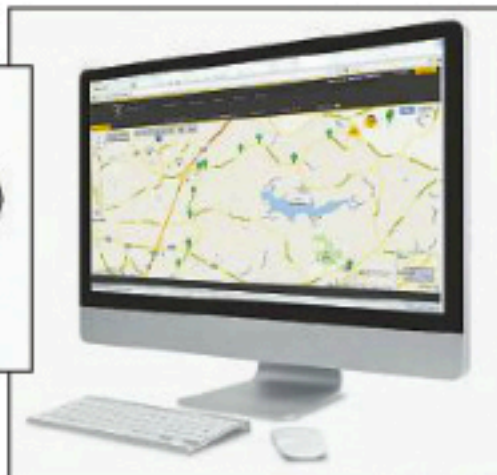


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"There is a huge gap in technical functionality between the two technologies and in price," Colletta said.

The gap between the two technologies is a major reason why, with more than 3 million people under community supervision being eligible candidates for electronic monitoring, only about 6 percent of them are benefiting from its use, Colletta added.

Gryphex set out to bridge this gap, positioning itself against traditional technologies as a more flexible alternative that helps monitoring personnel manage larger caseloads without increasing internal and external staff and expenses.

"Although fairly new to the criminal justice monitoring marketplace, the Gryphex management team has demonstrated adeptness in understanding the inherent challenges we face in this line of business," said J. Todd Edwards, president of **Reliant Management Group Inc.**, a Gryphex customer. "They appear fully dedicated to providing a simple-to-use monitoring solution that also incorporates the features and

robustness necessary to meet our ever-increasing community supervision needs."

From the beginning stages of developing the Continuum Electronic Offender Monitoring system, Gryphex invited major players in the industry to give their input on the type of device that would best serve them.

The two main issues addressed by industry leaders were the ability to easily match up the supervision level and risk level of the offender and price.

"Giving them operational flexibility was the first and pricing flexibility was the second," Colletta said.

After listening to customers' wants and needs, Gryphex developed a device that combines GPS and radio frequency into a single physical device, allowing dynamic changes to supervision levels to match offender risk profiles.

With Gryphex's new device, rather than making a choice between a radio frequency device priced as low as \$2 per day or a high-level GPS system that can cost up to

\$50 per day, judicial service providers can place offenders on a single device with a rate plan and supervision level that is consistent with their current risk profile.

Upon the Continuum's launch, Gryphex had early buy-in from customers, due in large part to its decision to involve industry leaders in the early development of the product. Once ready to deploy the Continuum, Gryphex allowed customers to test the device and provide feedback on changes or improvements.

As part of the Continuum's launch, Gryphex launched a new company identity focused on the elements of law enforcement and rehabilitation.

The company also used focus groups to refine key messages and mailed announcement cards to all contacts reinforcing the messages of efficiency, loyalty and safety.

The cards directed visitors to the new Gryphex website to coordinate demonstrations of the new system. Partners also received customized marketing brochures to help them develop new opportunities with their agency customers and "Getting Started Guides" to provide an orientation for new users and for impressing potential agency customers.

Since the launch in mid-2011, Gryphex device counts and revenues have increased by double digits each month.

"Electronic monitoring is changing the face of community supervision but the Gryphex Continuum has changed the game of electronic monitoring because I don't have to choose a technology," Colletta said. "I can say this is my platform and cover the whole location-based monitoring using these services. What we are looking to do is continue this tradition and seek out ways with our customers to expand the industry."